Prince Edward Island
TOURISM INDICATORS

Tourism Indicators

December 2015

% Change 2014/2015 ~ = Not open / operating N/A = Not available ** = Data not comparable	YTD	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Traffic													
Bridge	6.4%	8.2%	-22.4%	-12.5%	-2.2%	2.4%	3.3%	11.0%	9.0%	14.3%	6.6%	17.6%	3.0%
Air	-0.4%	-2.4%	-12.3%	2.8%	-6.8%	-3.2%	1.4%	-1.6%	-5.4%	3.6%	2.6%	6.0%	17.1%
Ferry	8.2%	~	~	~	~	-14.3%	2.3%	10.6%	8.4%	30.3%	2.7%	-5.6%	-9.1%
Cruise Ships	-6.3%	~	~	~	~	-23.8%	0.5%	-11.3%	-8.0%	9.4%	-5.0%	~	~
Motorcoach	8.6%	-100.0%	160.0%	-100.0%	433.3%	90.6%	23.8%	36.7%	-16.0%	-3.3%	12.8%	-78.6%	-100.0%
Visitor Inquiries (English)													
Tourism PEI Website	-8.7%	-100.0%	1.5%	-7.7%	-19.2%	-9.1%	-3.0%	21.3%	13.4%	13.7%	-21.8%	-29.5%	-45.7%
Call Centre	-23.4%	41.2%	4.1%	-19.3%	-28.5%	-25.8%	-26.1%	-20.5%	-26.6%	-25.7%	-42.4%	-25.6%	-82.1%
Mail Out Kits	-10.2%	-9.1%	6.8%	-8.1%	-3.9%	-38.6%	16.1%	-97.0%	50.7%	23.1%	-7.5%	17.5%	3.5%
Visitor Inquiries (French)													
Tourism PEI Website	13.0%	-12.8%	21.8%	-17.3%	5.9%	22.4%	3.8%	46.8%	45.5%	30.5%	-0.4%	-22.6%	-28.4%
Call Centre	0.74%	-47.6%	10.3%	-36.5%	-23.7%	-6.1%	-0.7%	28.5%	41.8%	17.6%	-13.8%	-27.8%	-46.0%
Mail Out Kits	-19.5%	5.2%	16.6%	-48.7%	67.8%	-28.5%	-11.9%	-98.2%	28.0%	6.9%	-22.8%	-18.6%	-3.0%
Visitor Information Centres / Destination Centres													
Total Parties Counselled	3.3%	14.7%	-55.0%	-35.0%	-10.6%	9.4%	4.6%	-4.0%	0.8%	18.1%	23.0%	14.3%	0.6%
Golf PEI													
Non-Member Rounds	2.2%	~	~	~	-100.0%	-34.8%	5.7%	-0.8%	7.5%	10.3%	-7.6%	~	~
Parks Canada													
PEI National Park	10.1%	12.1%	-7.2%	-2.5%	-13.0%	15.6%	-3.1%	1.6%	24.3%	26.2%	N/A	N/A	N/A
Green Gables	15.2%	~	~	~	-8.2%	-1.9%	28.6%	20.2%	18.6%	13.3%	-7.6%	-96.0%	~
Heritage Sites													
Orwell	-8.0%	~	~	~	~	~	-11.2%	-8.1%	-1.4%	58.0%	54.4%	-100.0%	~
Beaconsfield	0.0%	-10.7%	-17.8%	9.5%	285.8%	-9.7%	3.4%	9.4%	-13.9%	-0.7%	-13.7%	16.3%	9.6%
Eptek	19.4%	-6.8%	-38.5%	29.1%	104.2%	118.4%	53.8%	33.6%	9.4%	31.6%	29.4%	-41.0%	9.8%
Acadian Museum	-1.7%	-84.2%	-26.1%	-24.8%	-46.0%	-4.5%	-5.1%	11.7%	4.8%	14.0%	-24.4%	-19.9%	28.1%
Elmira	28.3%	~	~	~	~	52.4%	-31.0%	22.7%	55.3%	17.8%	~	~	~
Basin Head	0.9%	~	~	~	~	-10.6%	-8.9%	3.2%	9.6%	-28.7%	~	~	~
Green Park	5.8%	~	~	~	~	-21.4%	5.9%	11.1%	0.7%	150.0%	~	~	~
Total Visitors	4.9%	-31.5%	-43.0%	-7.5%	59.7%	-11.5%	0.0%	9.7%	8.0%	8.3%	13.8%	-32.3%	11.4%

Release Date: Thursday, February 04, 2016

Prince Edward Island TOURISM INDICATORS

Occupancy - Fixed Roof

December 2015

% Change 2014/2015		1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
Fixed Roof Accommodation	**YTD**	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Total Operations Open		111	114	115	130	430	980	1,108	1,111	1,000	518	143	122
% Change		-0.9%	0.0%	1.8%	1.6%	-0.5%	4.0%	5.3%	4.9%	2.0%	10.0%	0.7%	3.4%
Total Room-nights Available	**1,333,321**	69,192	62,546	69,063	68,880	110,588	168,803	187,073	186,365	163,243	110,499	68,404	68,665
% Change	**-1.3%**	-2.5%	-3.9%	-5.0%	-5.0%	-5.3%	-0.1%	-0.5%	-0.3%	3.2%	2.7%	-3.5%	-4.5%
Total Room-nights Sold (RNS)	**591,622**	17,115	15,029	16,135	19,047	31,083	64,730	128,569	139,241	81,075	40,283	22,841	16,474
% Change	**2.0%**	11.3%	-25.1%	-8.8%	-7.8%	-16.5%	-0.3%	2.6%	0.2%	17.7%	11.6%	9.6%	18.9%
Occupancy Rate	**44.4%**	24.7%	24.0%	23.4%	27.7%	28.1%	38.3%	68.7%	74.7%	49.7%	36.5%	33.4%	24.0%
% Point Change	**1.4%**	3.1%	-6.8%	-1.0%	-0.9%	-3.8%	-0.1%	2.1%	0.3%	6.1%	2.9%	4.0%	4.7%
BY REGION													
North Cape Coastal Drive													
Occupancy Rate	**37.6%**	30.3%	29.3%	30.5%	27.7%	28.8%	34.6%	57.7%	59.7%	41.0%	28.2%	37.1%	24.0%
% Point Change	**0.5%**	2.8%	-1.8%	1.1%	-1.6%	-4.1%	-0.3%	5.0%	-4.3%	3.5%	-3.2%	3.7%	1.5%
Room-nights Sold (RNS)	**93,667**	5,158	4,497	5,169	4,640	6,105	8,763	15,971	16,532	10,449	6,369	5,990	4,024
% Change	**-2.6%**	-1.1%	-20.5%	-12.7%	-19.0%	-19.9%	-0.9%	9.9%	-6.2%	16.2%	-8.4%	10.6%	8.0%
Summerside Area [1]													
Occupancy Rate	**39.8%**	*31.4%*	*30.9%*	*31.7%*	*29.9%*	*31.9%*	*42.0%*	*61.6%*	*65.6%*	*45.6%*	*32.5%*	*40.5%*	*25.0%*
% Point Change	**-0.5%**	*1.5%*	*-4.3%*	*1.0%*	*-5.9%*	*-7.3%*	*0.8%*	*3.8%*	*-2.7%*	*1.1%*	*-2.3%*	*5.5%*	*1.6%*
Room-nights Sold (RNS)	**76,534**	*4,862*	*4,298*	*4,805*	*4,431*	*5,359*	*7,143*	*11,025*	*11,738*	*7,764*	*5,471*	*5,851*	*3,787*
% Change	**-1.7%**	*4.1%*	*-13.8%*	*-0.1%*	*-18.6%*	*-20.1%*	*0.9%*	*6.2%*	*-4.2%*	*12.3%*	*-6.8%*	*12.0%*	*6.4%*
Green Gables Shore													
Occupancy Rate	**45.8%**	6.4%	1.0%	0.5%	1.2%	11.3%	28.2%	71.8%	78.8%	38.8%	17.8%	3.3%	3.0%
% Point Change	**2.5%**	4.5%	-10.1%	-1.2%	-1.4%	0.2%	1.2%	2.1%	2.2%	8.5%	2.8%	-0.2%	0.0%
Room-nights Sold (RNS)	**136,907**	251	37	18	52	2,330	15,350	44,609	49,132	21,038	3,826	139	125
% Change	**6.9%**	280.3%	-89.5%	-68.4%	-44.7%	-8.3%	3.3%	2.7%	2.8%	35.1%	27.3%	-1.4%	0.8%
Red Sands													
Occupancy Rate	**27.6%**	0.9%	1.4%	2.0%	1.5%	3.8%	15.7%	55.6%	59.8%	21.4%	6.0%	5.6%	2.9%
% Point Change	**-1.5%**	-12.1%	-17.7%	-4.7%	-4.7%	-4.2%	-5.2%	0.8%	-1.9%	4.8%	1.9%	4.1%	2.4%
Room-nights Sold (RNS)	**15,126**	16	21	34	26	156	1,244	5,474	5,954	1,800	247	104	50
% Change	**-0.6%**	-91.6%	-91.1%	-64.2%	-74.0%	-49.8%	-21.4%	4.1%	0.4%	36.7%	55.3%	285.2%	400.0%
Charlottetown													
Occupancy Rate	**49.4%**	26.3%	25.3%	24.1%	32.3%	38.0%	56.3%	78.2%	84.1%	75.8%	55.6%	37.6%	27.6%
% Point Change	**1.8%**	4.7%	-8.6%	-0.7%	0.7%	-5.5%	-1.4%	0.9%	0.3%	8.0%	7.9%	5.9%	6.8%
Room-nights Sold (RNS)	**291,871**	11,479	9,983	10,465	13,847	21,000	33,014	47,434	49,923	38,908	27,949	16,053	11,816
% Change	**1.7%**	19.2%	-26.0%	-5.3%	-2.0%	-15.6%	-1.7%	-0.3%	-0.4%	11.3%	17.7%	11.6%	24.0%
Points East													
Occupancy Rate	**38.6%**	7.2%	18.5%	15.0%	15.6%	15.8%	28.2%	56.4%	65.6%	37.3%	15.7%	15.7%	14.1%
% Point Change	**0.6%**	-4.2%	6.3%	-3.6%	-4.6%	-3.6%	1.7%	2.8%	1.8%	3.0%	-3.2%	-8.8%	-0.8%
Room-nights Sold (RNS)	**54,051**	211	491	449	482	1,492	6,359	15,081	17,700	8,880	1,892	555	459
% Change	**1.3%**	-24.4%	49.7%	-21.6%	-21.4%	-21.3%	5.1%	3.9%	1.0%	10.6%	-15.2%	-36.2%	-2.5%

(1) The Summerside Area is the gateway to the North Cape Coastal Drive and the Summerside statistics have been profiled so they can be interpreted as a separate region or part of the North Cape Coastal Drive.

Prince Edward Island TOURISM INDICATORS

Occupancy - Fixed Roof

December 2015

% Change 2014/2015		1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
Fixed Roof Accommodation	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
BY TYPE													
Hotels/Motels/Resorts													
Occupancy Rate	**45.5%**	27.2%	26.8%	26.2%	31.0%	33.1%	45.8%	69.0%	76.4%	60.3%	45.2%	38.0%	27.0%
% Point Change	**1.3%**	3.5%	-6.2%	0.2%	0.4%	-6.0%	-1.4%	1.2%	-0.5%	5.5%	4.5%	5.9%	6.1%
Room-nights Sold (RNS)	**393,269**	16,132	14,279	15,381	17,866	25,689	42,278	67,038	73,223	51,630	32,764	21,465	15,524
% Change	**0.1%**	10.2%	-23.9%	-6.0%	-6.0%	-17.7%	-4.3%	-0.3%	-2.5%	13.1%	14.1%	11.6%	21.3%
Inns													
Occupancy Rate	**50.0%**	19.7%	23.3%	18.3%	26.7%	36.0%	40.7%	69.4%	78.1%	62.2%	36.9%	34.5%	26.9%
% Point Change	**-2.3%**	2.6%	-40.9%	-21.3%	-17.0%	3.9%	-2.9%	1.6%	-1.1%	5.2%	-7.8%	-1.9%	1.7%
Room-nights Sold (RNS)	**24,312**	378	404	351	497	1,015	2,878	5,358	6,017	4,466	1,683	739	526
% Change	**-3.9%**	23.1%	-40.8%	-53.8%	-38.9%	-14.3%	-7.6%	5.1%	-1.1%	11.1%	-10.4%	-6.0%	-6.2%
Cabins/Cottages													
Occupancy Rate	**45.5%**	3.8%	4.4%	6.5%	4.1%	12.5%	26.0%	70.7%	74.8%	32.5%	14.0%	8.4%	8.4%
% Point Change	**3.2%**	-6.7%	-6.1%	-3.9%	-6.1%	0.8%	2.4%	3.3%	2.0%	8.3%	-0.4%	-4.0%	0.8%
Room-nights Sold (RNS)	**130,255**	68	77	136	113	2,226	13,696	45,141	48,126	17,335	2,868	259	210
% Change	**7.6%**	-64.8%	-58.6%	-29.9%	-48.9%	-10.6%	9.6%	5.1%	3.7%	38.4%	-1.7%	-22.9%	14.1%
Tourist Home/B&B													
Occupancy Rate	**33.0%**	7.8%	4.6%	4.3%	8.5%	17.6%	36.3%	60.4%	65.2%	46.3%	23.1%	5.6%	3.0%
% Point Change	**0.1%**	4.1%	-2.8%	-1.6%	-0.2%	-2.7%	1.3%	2.1%	0.0%	2.6%	1.2%	-2.2%	-2.3%
Room-nights Sold (RNS)	**42,068**	456	251	255	533	2,103	5,759	10,437	11,326	7,529	2,873	359	187
% Change	**6.2%**	140.0%	-32.0%	-22.7%	2.7%	-9.9%	12.7%	6.8%	3.2%	13.2%	11.6%	-24.9%	-39.9%
Other													
Occupancy Rate	**24.5%**	21.8%	5.4%	3.2%	10.6%	9.8%	12.6%	54.8%	50.6%	14.0%	23.6%	5.3%	7.3%
% Point Change	**7.6%**	8.6%	-12.5%	-9.7%	-16.1%	8.4%	10.3%	25.7%	3.1%	11.1%	22.8%	-18.1%	-9.4%
Room-nights Sold (RNS)	**1,718**	81	18	12	38	50	119	595	549	115	95	19	27
% Change	**57.9%**	52.8%	-72.3%	-76.9%	-63.5%	525.0%	526.3%	115.6%	16.8%	379.2%	1800.0%	171.4%	440.0%

Prince Edward Island TOURISM INDICATORS

Occupancy - Campground

December 2015

% Change 2014/2015		1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
Campground	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Total Operations Open		0	0	0	1	25	43	46	48	43	13	0	0
% Change		~	~	~	~	4.2%	-2.3%	2.2%	2.1%	2.4%	18.2%	~	~
Total Site-nights Available	**658,676**	~	~	~	0	30,603	136,408	175,510	171,660	124,378	20,117	~	~
% Change	**1.7%**	~	~	~	~	4.6%	5.0%	-2.0%	-0.7%	9.4%	-10.7%	~	~
Total Site-nights Sold (SNS)	**278,677**	~	~	~	0	8,734	39,520	99,030	93,693	35,952	1,748	~	~
% Change	**4.7%**	~	~	~	~	7.1%	-1.3%	1.2%	2.1%	34.6%	5.8%	~	~
Occupancy Rate	**42.3%**	~	~	~	~	28.5%	29.0%	56.4%	54.6%	28.9%	8.7%	~	~
% Point Change	**1.2%**	~	~	~	~	0.7%	-1.9%	1.8%	1.5%	5.4%	1.4%	~	~
North Cape Coastal Drive													
Occupancy Rate	**28.3%**	~	~	~	~	1.6%	11.7%	40.1%	36.4%	17.4%	96.8%	~	~
% Point Change	**3.5%**	~	~	~	~	0.6%	-1.7%	2.8%	1.2%	9.9%	27.6%	~	~
Site-nights Sold (SNS)	**21,496**	~	~	~	~	34	1,563	8,744	8,136	2,809	210	~	~
% Point change	**24.9%**	~	~	~	~	25.9%	-4.2%	20.5%	15.8%	150.8%	40.0%	~	~
Summerside Area [1]													
Occupancy Rate	***47.7%***	~	~	~	~	~	*27.2%*	*65.3%*	*62.1%*	*26.8%*	*96.8%*	~	~
% Point Change	***5.1%***	~	~	~	~	~	*-2.4%*	*5.4%*	*3.3%*	*8.4%*	*27.6%*	~	~
Site-nights Sold (SNS)	***5,623***	~	~	~	~	*0*	*716*	*2,024*	*1,943*	*730*	*210*	~	~
% Change	***10.2%***	~	~	~	~	*-100.0%*	*-4.7%*	*9.0%*	*6.6%*	*40.7%*	*40.0%*	~	~

Prince Edward Island TOURISM INDICATORS

Occupancy - Campground

December 2015

% Change 2014/2015		1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
Campground	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Green Gables Shore													
Occupancy Rate	**45.4%**	~	~	~	~	35.9%	32.8%	59.5%	57.8%	31.5%	3.1%	~	~
% Point Change	**0.0%**	~	~	~	~	3.2%	-2.9%	-1.2%	1.7%	4.1%	-0.4%	~	~
Site-nights Sold (SNS)	**195,624**	~	~	~	0	6,050	29,833	69,072	65,258	24,971	440	~	~
% Point change	**2.0%**	~	~	~	~	20.7%	-5.2%	-1.4%	-0.5%	30.2%	-20.6%	~	~
Red Sands													
Occupancy Rate	**32.6%**	~	~	~	~	75.7%	15.0%	38.8%	34.0%	14.4%	~	~	~
% Point Change	**4.6%**	~	~	~	~	1.9%	2.4%	5.9%	2.0%	-2.1%	~	~	~
Site-nights Sold (SNS)	**4,851**	~	~	~	~	1,277	456	1,456	1,276	386	~	~	~
% Point change	**7.0%**	~	~	~	~	9.2%	21.9%	19.8%	6.3%	-21.5%	~	~	~
Charlottetown													
Occupancy Rate	**47.1%**	~	~	~	~	15.2%	40.5%	79.4%	63.9%	31.7%	18.0%	~	~
% Point Change	**-0.5%**	~	~	~	~	-24.0%	-0.6%	11.0%	-1.6%	1.9%	-0.5%	~	~
Site-nights Sold (SNS)	**21,728**	~	~	~	~	752	3,729	7,560	6,085	2,920	682	~	~
% Point Change	**0.7%**	~	~	~	~	-57.8%	0.2%	16.1%	-2.4%	13.0%	-9.3%	~	~
Points East													
Occupancy Rate	**38.3%**	~	~	~	~	12.4%	19.9%	50.2%	55.8%	28.5%	22.2%	~	~
% Point Change	**5.4%**	~	~	~	~	9.1%	3.6%	8.6%	4.4%	8.9%	9.6%	~	~
Site-nights Sold (SNS)	**34,978**	~	~	~	~	621	3,939	12,198	12,938	4,866	416	~	~
% Point change	**12.5%**	~	~	~	~	271.9%	37.8%	-5.1%	10.1%	45.7%	274.8%	~	~

(1) The Summerside Area is the gateway to the North Cape Coastal Drive and the Summerside statistics have been profiled so they can be interpreted as a separate region or part of the North Cape Coastal Drive.

Prince Edward Island TOURISM INDICATORS

Visitor Origins

December 2015

		YTD	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
TOTAL OVERNIGHT STAYS (ONS)		**870,299**	17,115	15,029	16,135	19,047	39,817	104,250	227,599	232,934	117,027	42,031	22,841	16,474
% Change		**2.9%**	11.3%	-25.1%	-8.8%	-7.8%	-12.3%	-0.7%	2.0%	0.9%	22.5%	11.4%	9.6%	18.9%
ORIGIN BREAKDOWN		***100%***		***100%***			***100%***			***100%***			***100%***	
Canada		**87.1%**	95.5%	95.9%	94.5%	93.0%	89.5%	86.8%	87.6%	86.8%	81.3%	84.6%	91.6%	92.2%
United States		**7.6%**	2.6%	2.8%	2.0%	3.9%	5.0%	8.0%	7.6%	8.2%	11.2%	8.0%	4.0%	2.7%
International		**5.2%**	1.8%	1.3%	3.5%	3.1%	5.6%	5.1%	4.8%	5.0%	7.5%	7.4%	4.4%	5.1%
% Change 2014/2015														
CANADA	ONS*	**2.0%**	11.9%	-24.4%	-9.4%	-8.6%	-13.0%	-2.9%	0.8%	1.0%	24.7%	9.7%	8.3%	16.4%
Fixed Roof - RNS*		**0.8%**	11.9%	-24.4%	-9.4%	-8.6%	-17.9%	-3.8%	0.7%	0.1%	20.7%	10.0%	8.3%	16.4%
Campground - SNS*		**4.2%**	~	~	~	~	6.8%	-1.8%	1.0%	2.1%	32.6%	4.1%	~	~
New Brunswick	ONS*	**1.3%**	24.1%	-24.6%	-11.2%	-0.8%	-7.7%	-1.6%	1.6%	-11.1%	35.8%	17.6%	23.8%	16.1%
Fixed Roof - RNS*		**3.5%**	24.1%	-24.6%	-11.2%	-0.8%	-8.0%	1.4%	3.2%	-5.3%	26.4%	18.3%	23.8%	16.1%
Campground - SNS*		**-4.7%**	~	~	~	~	-1.6%	-8.5%	-0.4%	-19.9%	89.6%	-4.3%	~	~
Nova Scotia	ONS*	**-2.0%**	6.5%	-27.3%	-9.7%	4.2%	-18.5%	-10.0%	0.8%	-4.4%	20.2%	1.1%	-0.2%	9.1%
Fixed Roof - RNS*		**-2.2%**	6.5%	-27.3%	-9.7%	4.2%	-17.7%	-3.7%	2.7%	-8.0%	17.3%	1.9%	-0.2%	9.1%
Campground - SNS*		**-1.4%**	~	~	~	~	-31.3%	-27.6%	-1.9%	2.5%	36.9%	-37.3%	~	~
Ontario	ONS*	**2.9%**	23.0%	-30.3%	7.3%	-31.2%	-17.4%	-1.9%	0.3%	6.0%	22.6%	11.7%	-2.5%	-3.0%
Fixed Roof - RNS*		**1.5%**	23.0%	-30.3%	7.3%	-31.2%	-18.6%	-4.2%	-1.6%	5.1%	21.8%	12.0%	-2.5%	-3.0%
Campground - SNS*		**10.3%**	~	~	~	~	3.6%	14.7%	6.8%	9.4%	29.0%	-13.2%	~	~
Prince Edward Island	ONS*	**4.4%**	1.5%	-10.0%	-4.8%	-20.6%	-1.6%	2.1%	0.9%	1.0%	26.6%	17.9%	15.6%	21.6%
Fixed Roof - RNS*		**4.5%**	1.5%	-10.0%	-4.8%	-20.6%	-15.9%	8.2%	8.5%	0.6%	31.8%	20.6%	15.6%	21.6%
Campground - SNS*		**4.4%**	~	~	~	~	8.8%	0.9%	-0.2%	1.1%	25.2%	5.3%	~	~
Quebec	ONS*	**5.0%**	-12.2%	-24.3%	-40.5%	-5.1%	-21.2%	-3.7%	5.1%	12.9%	31.3%	-12.1%	-2.3%	-21.9%
Fixed Roof - RNS*		**2.3%**	-12.2%	-24.3%	-40.5%	-5.1%	-22.2%	-6.3%	4.6%	13.6%	22.5%	-12.3%	-2.3%	-21.9%
Campground - SNS*		**10.3%**	~	~	~	~	-2.2%	5.0%	5.7%	11.9%	85.5%	7.1%	~	~
All Other Provinces	ONS*	**1.3%**	26.4%	-44.2%	-19.1%	-6.0%	-29.7%	-11.7%	-4.9%	10.1%	15.8%	13.7%	7.5%	105.6%
Fixed Roof - RNS*		**-3.3%**	26.4%	-44.2%	-19.1%	-6.0%	-34.3%	-17.3%	-7.9%	1.2%	11.7%	12.2%	7.5%	105.6%
Campground - SNS*		**28.7%**	~	~	~	~	73.3%	15.4%	6.6%	50.3%	47.1%	39.8%	~	~

Prince Edward Island TOURISM INDICATORS

Visitor Origins

December 2015

		YTD	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
UNITED STATES	ONS*	**4.8%**	1.6%	-15.5%	-33.0%	3.6%	-12.7%	11.3%	-3.6%	0.3%	21.2%	17.7%	82.5%	35.2%
New England	ONS*	**4.6%**	0.8%	-26.2%	-54.6%	10.9%	-20.7%	9.6%	3.2%	-2.2%	28.2%	-0.6%	108.4%	-10.1%
Mid-Atlantic	ONS*	**-1.2%**	-61.8%	-66.1%	-57.4%	-22.5%	-1.0%	2.0%	-12.9%	0.3%	9.5%	22.5%	328.0%	120.0%
South	ONS*	**7.0%**	150.8%	108.2%	-19.8%	-28.7%	-9.1%	18.6%	2.0%	0.6%	19.0%	7.4%	3.7%	-31.4%
Midwest	ONS*	**9.7%**	-10.4%	14.9%	0.0%	47.4%	3.1%	2.6%	-7.6%	11.8%	11.6%	53.2%	118.3%	141.5%
West	ONS*	**3.1%**	-45.0%	-57.2%	-30.0%	2.6%	-28.5%	20.2%	-21.1%	-1.7%	31.7%	19.7%	111.6%	140.0%
INTERNATIONAL	ONS*	**13.4%**	-1.0%	-62.1%	45.4%	-3.5%	-11.8%	6.5%	20.0%	10.8%	21.3%	24.4%	5.3%	79.1%
China	ONS*	**20.2%**	-77.2%	-99.2%	-3.9%	-58.0%	22.5%	17.0%	15.5%	-33.7%	101.6%	227.0%	-10.1%	62.1%
England	ONS*	**7.3%**	28.6%	-6.7%	-60.0%	-15.8%	-25.3%	5.7%	7.5%	20.3%	-3.6%	4.6%	100.0%	1075.0%
Germany	ONS*	**16.1%**	709.1%	342.9%	608.3%	190.9%	60.4%	26.9%	24.7%	1.0%	-11.2%	-33.4%	49.0%	169.2%
Japan	ONS*	**-21.4%**	1233.3%	-70.0%	169.2%	18.9%	-23.3%	-16.5%	-21.9%	-10.8%	-27.1%	-50.0%	-59.4%	1200.0%
All Other Countries	ONS*	**19.3%**	-42.0%	-58.2%	36.0%	-18.8%	-20.0%	9.8%	26.6%	18.4%	33.7%	63.0%	0.2%	46.8%

TOURISM INDICATORS

Definitions

TOURISM INDICATORS

Bridge Traffic - Source: Strait Crossing Bridge Limited. Data is the percentage change of the counts of non-resident vehicles leaving PEI at Confederation Bridge against the same period of last year.

Air Traffic - Source: Charlottetown Airport Authority. Data is the percentage change of the number of air passengers enplaning and deplaning at the Charlottetown Airport against the same period of last year.

Ferry Traffic - Source: Northumberland Ferries Limited. Data is the percentage change of the counts of vehicles leaving PEI via the Wood Island Ferry against the same period of last year.

Cruise Ships - Source: Charlottetown Harbour Authority Inc. Data is the percentage change of the total number of passengers and crew on the cruise ships that visit the Historic Charlottetown Seaport against the same period of last year.

Motorcoach - Source: Tourism PEI. Motorcoach is the short form of "motorcoach tour", which is defined as group tours that are transported via large and well-powered bus to their destinations, itinerary activities, and back. Data is the percentage change of the total number of room-nights sold to motorcoach passengers against the same period of last year. *Note: Motorcoach data is not available by origin.*

Tourism PEI Website - Source: Tourism PEI. Data is the percentage change of the total number of visits to www.tourismpei.com against the same period of last year. This includes desktop, tablet and mobile direct access to our website and excludes access on mobile using an app.

Call Centre - Source: Tourism PEI. Data is the percentage change of the total number of Tourism PEI call centre inquiries against the same period of last year.

Mail Out Kits - Source: Tourism PEI. Data is the percentage change of the total number of packages/kits mailed out by Tourism PEI against the same period of last year.

Visitor Information Centres / Destination Centres - Source: Tourism PEI. Data is the percentage change of the counts of parties counselled at all Visitor Information Centres / Destination Centres against the same period of last year.

Golf PEI - Source: Golf PEI. Data is the percentage change of the total rounds played at all 18-hole and 9-hole courses against the same period of last year. Non-member rounds are reported.

National Parks - Source: Parks Canada. PEI National Park data is the percentage change of the number of person-visits [(1)] made to the national park. Province House and Green Gables data is the percentage change of the number of visitors to each historic site.

[(1)] Person-visits: Each time a person enters the land or marine part of a reporting unit (i.e. national park or national historic site) for recreational, educational or cultural purposes during business hours. Through, local and commercial traffic are excluded. Same day re-entries and re-entries by visitors staying overnight in the reporting unit do not constitute new person-visits.

Heritage Sites - Source: PEI Museum. Data is the percentage change of the total number of visitors to each heritage site against the same period of last year.

TOURISM INDICATORS

Definitions

OCCUPANCY

Room-nights Sold (RNS) - The number of room-nights sold in each month. This number is calculated based on reports submitted by all licensed fixed-roof accommodations (i.e. hotels, cottages, B&Bs, etc.) in PEI and includes motorcoach figures. All RNS breakdown by province, state or country in the visitor origin section does not include motorcoach figures and is indicated by an asterick (RNS*).

Site-nights Sold (SNS) - The number of site-nights sold in each month. This number is calculated based on reports submitted by all licensed campground operations in PEI and includes motorcoach figures. All SNS breakdown by province, state or country in the visitor origin section does not include motorcoach figures and is indicated by an asterick (SNS*).

Occupancy Rate - The percentage of room-nights that are occupied (sold) out of all room-nights available in the province. This rate is based on reports submitted by all licensed fixed-roof accommodations (i.e. hotels, cottages, B&Bs, etc.) in PEI and includes motorcoach figures.

Accommodation Types - The accommodation types are grouped under the following categories: **Hotels/Motels/Resorts, Inns**, **Cabins/Cottages** (includes Cabins, Cottage, Vacation Home, Apartment, Condo), **Tourist Home/B&B** (includes Bed and Breakfast, Tourist Home, Hospitality Home), and **Other** (includes Trailer Rentals, Hostels).

VISITOR ORIGINS

Overnight Stays (ONS) - The number of room-nights and site-nights sold (combined) in each month. This number is calculated based on reports submitted by all licensed fixed-roof and campground operations in PEI and includes motorcoach figures. All ONS breakdown by province, state or country does not include motorcoach figures and is indicated by an asterick (ONS*).

Visitor Origins - The percentage change of the number of overnight stays at either fixed-roof accommodation or campground by visitors from each region against the same period of last year. The breakdown of fixed-roof accommodation and campground are also reported.

Origin Breakdown - These percentages do not include motorcoach figures.

Current Operator Compliance Rate: 100.00%
Note: Monthly indicator reports are not released until 95% of the operators have submitted their occupancy data

All data subject to ongoing revisions from the various sources of data
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Compiled by Tourism PEI - Strategy, Evaluation & Industry Investment Division